

# BakerHostetler

## Baker & Hostetler LLP

999 Third Avenue  
Suite 3600  
Seattle, WA 98104-4040

T 206.332.1380  
F 206.624.7317  
www.bakerlaw.com

Randal L. Gainer  
direct dial: 206.332.1381  
rgainer@bakerlaw.com

June 5, 2017

**Via Email ([Consumer@Iowa.Gov](mailto:Consumer@Iowa.Gov))  
and UPS Next Day Air**

Office of the Attorney General of Iowa  
Director of the Consumer Protection Division  
Hoover State Office Building  
1305 E. Walnut Street  
Des Moines, IA 50319

*Re: Incident Notification*

Dear Sir or Madam:

We are writing on behalf of our client, GameStop, Inc. (“GameStop”), to notify you of a security incident involving Iowa residents.

On April 3, 2017, GameStop identified unauthorized access to its computer network. GameStop immediately began an investigation. GameStop determined preliminarily on April 18, 2017 that the unauthorized access occurred at a point in the network where unauthorized access to payment card data from transactions made through [www.gamestop.com](http://www.gamestop.com) would have been technically possible. The investigation diligently continued to look for any actual evidence of this occurring, and, if found, to determine the time frame during which the access occurred. Although the investigation is nearing its completion and no actual evidence of unauthorized access to payment card data was found, because the possibility existed, GameStop is providing notification to customers who placed or attempted to place orders on GameStop’s website from August 10, 2016 to February 9, 2017. The information associated with the order being placed that could have been accessed includes the customer’s name, address, payment card number, expiration date and security code.

On June 2, 2017, GameStop provided written notification via U.S. Mail to Iowa residents in accordance with Ia. Code Ann. §§ 715C.1 et seq. in substantially the same form as the letter

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attached hereto.<sup>1</sup> Notice was provided to the individuals as soon as possible and without unreasonable delay. GameStop has also provided a telephone number for affected individuals to call with any questions they may have.

To help prevent this type of incident from happening again, GameStop is continuing to take steps to strengthen the security of its network.

Please do not hesitate to contact me if you have any questions regarding this matter.

Sincerely,



Randal L. Gainer  
Partner

Enclosure

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<sup>1</sup> This report is not, and does not constitute, a waiver of GameStop's objection that Iowa lacks personal jurisdiction regarding GameStop related to this matter.



POWER TO THE PLAYERS™

625 Westport Parkway  
Grapevine, Texas 76051  
817.424.2000  
[www.GameStop.com](http://www.GameStop.com)

June 2, 2017

##C8192-L01-0123456 0001 00000001 \*\*\*\*\*9-OELZZ 123

SAMPLE A SAMPLE



APT ABC  
123 ANY ST  
ANYTOWN, US 12345-6789



Dear Sample A Sample:

GameStop recently identified and addressed a security incident that may have involved your payment card information. We are providing this notice to inform you of the incident and to call your attention to some steps you can take to protect yourself. At GameStop, we value our customers and understand the importance of protecting customer personal information. We sincerely apologize for any inconvenience or concern this incident may cause.

*What Happened*

After receiving a report that data from payment cards used on [www.GameStop.com](http://www.GameStop.com) may have been obtained by unauthorized individuals, we immediately began an investigation and hired a leading cybersecurity firm to assist us. Although the investigation did not identify evidence of unauthorized access to payment card data, we determined on April 18, 2017 that the potential for that to have occurred existed for certain transactions. Findings from the investigation suggest that, for customers who placed or attempted to place orders on our website from August 10, 2016 to February 9, 2017, information associated with the order being placed, including the customer's name, address, payment card number, expiration date and security code (CVV), may have been obtained by an unauthorized third-party. We are notifying you because you placed or attempted to place an order on [www.GameStop.com](http://www.GameStop.com) during this time period using a payment card ending in 1234.

*What We Are Doing*

We take the security of our customer's personal information very seriously. Once we learned of this incident, we took immediate action including initiating an internal review, engaging independent forensic experts to assist us in the investigation and remediation of our systems, and alerting law enforcement. To help prevent this type of incident from happening again, we are continuing to take steps to strengthen the security of our network.

*What You Can Do*

We encourage that you remain vigilant to the possibility of fraud and identity theft by reviewing your financial statements and credit reports for any unauthorized activity. You should immediately report any unauthorized charges to your financial institution, as major credit card companies have rules that restrict them from requiring you to pay for fraudulent charges that are timely reported. You should also review the additional information on the following page on ways to protect yourself.

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If you have questions, please call 888-270-0056, Monday through Friday, from 6:00 a.m. to 6:00 p.m. PDT, or Saturday through Sunday, from 8:00 a.m. to 5:00 p.m. PDT.

Sincerely,

J. Paul Raines  
Chief Executive Officer

### **MORE INFORMATION ON WAYS TO PROTECT YOURSELF**

We recommend that you remain vigilant for incidents of fraud or identity theft by reviewing your account statements and credit reports for any unauthorized activity. You may obtain a copy of your credit report, free of charge, once every 12 months from each of the three nationwide credit reporting companies. To order your annual free credit report, please visit [www.annualcreditreport.com](http://www.annualcreditreport.com) or call toll free at 1-877-322-8228. Contact information for the three nationwide credit reporting companies is as follows:

Equifax, PO Box 740241, Atlanta, GA 30374, [www.equifax.com](http://www.equifax.com), 1-800-685-1111  
Experian, PO Box 2002, Allen, TX 75013, [www.experian.com](http://www.experian.com), 1-888-397-3742  
TransUnion, PO Box 2000, Chester, PA 19016, [www.transunion.com](http://www.transunion.com), 1-800-916-8800

If you believe you are the victim of identity theft or have reason to believe your personal information has been misused, you should immediately contact the Federal Trade Commission and/or the Attorney General's office in your state. Contact information for the Federal Trade Commission is as follows:

Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW  
Washington, DC 20580, 1-877-IDTHEFT (438-4338), [www.ftc.gov/idtheft](http://www.ftc.gov/idtheft)

You can obtain information from these sources about steps an individual can take to avoid identity theft as well as information about fraud alerts and security freezes. You should also contact your local law enforcement authorities and file a police report. Obtain a copy of the police report in case you are asked to provide copies to creditors to correct your records.